

## **Message for retail nurseries, garden centers, etc.**

We are inviting you to join us in a new effort to help improve local water quality and the Chesapeake Bay by encouraging residential homeowners to grow some good and plant more plants. In Virginia the ***Plant More Plants*** campaign will run in Hampton Roads, Richmond and Northern Virginia starting in early May. Developed by the Chesapeake Bay Program and a number of local partners, the campaign will feature TV ads, a website, and social media channels such as blogs, Facebook and Twitter to encourage people to reduce stormwater runoff and fight erosion by planting trees, shrubs and hardy perennials.

The campaign will encourage the use of native plants, though it is not exclusively a native plant campaign. We do discourage the use of harmful invasive species.

Here's a look at the TV spots, which will give you an idea of the overall tone of this consumer focused campaign: [http://www.bcfdev1.com/vcr/roughcuts\\_20101213.html](http://www.bcfdev1.com/vcr/roughcuts_20101213.html)

If type of campaign matches up with your organization's goals and practices, we encourage you to sign up your business as a ***Plant More Plants*** partner.

The logo for the "Plant More Plants" campaign. It features the words "PLANT", "MORE", and "PLANTS" stacked vertically in a bold, green, sans-serif font. The letters have a slightly distressed or hand-painted appearance.

## **Benefits**

Your business will benefit from TV ads that encourage people to plant more plants and drive viewers to [www.plantmoreplants.com](http://www.plantmoreplants.com) where we will list your business and link to your website. On plantmoreplants.com users will find simple, easy to use ideas and useful resources on how to plant trees, shrubs and perennials to help reduce runoff. They will also see a list of all participating retailers.

In addition, businesses will benefit from the opportunity to showcase their handiwork and gain further exposure through our active Face book and Twitter accounts.

We can provide you with fliers and bumper stickers to hand out to customers. Also available for your use are the TV spots and banner ads in a format you can add to your website and artwork you can use in your print ads to show you are a ***Plant More Plants*** partner. We can also help drive customers to you by partnering with Master Gardeners in your area to hold consumer workshops or "Ask the Expert" days.

In return we will be asking you for a year-to-date comparison of tree, shrub and perennial sales, comparing March-June 2011 sales with the same period from 2010.

## **Sign Up**

To partner just provide the following information and we'll get you posted.

Name of business:

Contact:

Location:

E-mail:

Website:

Check all appropriate:

- Send me the TV spot and banner ads for my website
- Send me artwork for my print ads
- Send me handouts for my store
- I'd be interested in hosting workshops
- Send me more information on how to participate in the blog, Face book and Twitter posts

Send this information to BCF, the advertising agency developing the campaign, by e-mailing Eric Lonning at [elonning@boomyourbrand.com](mailto:elonning@boomyourbrand.com). TV and online ads for the campaign begin March 7. However, we can add your company's information at any time. When you sign up we will announce your partnership on Facebook and Twitter.

If you have questions please contact Gary Waugh, Virginia Department of Conservation and Recreation at [gary.waugh@dcr.virginia.gov](mailto:gary.waugh@dcr.virginia.gov).